



# BUSINESS

FINANCE • ACCOUNTING • MANAGEMENT • ECONOMICS





The new Business Analytics and Technology Innovation Centre at HELP's Subang 2 campus

# HELP

## THE ANALYTICS-DRIVEN ENTREPRENEURIAL UNIVERSITY

To prepare for the future, we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred on us the Premier Digital Tech University Award. We also received the MDEC Recognition for Certificate training in Data and Business Analytics for students.

To support this transformation, HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC) which will innovate and incubate techno-entrepreneurship. At the same time, we are investing heavily in re-skilling and up-skilling staff capabilities in data science and data analytics. We are getting bigger, better, bolder in our innovative education investment.

Besides using analytics to drive our management and teaching, we are also building our research capability in analytics application. Part of the research grant from the Ministry of Education and internal funding is allocated for analytics research.

To complement the above development we have signed up with Bloomberg to set up one of the largest Bloomberg Finance Labs among private institutions in Malaysia. This resource facility boosts the economics, business, financial and analytics training in our Faculty of Business, Economics and Accounting, the ELM Graduate School and the Faculty of Computing and Digital Technology.

In addition, we have training and internship collaboration with multinational companies like Alibaba, Sheng Tai International and techno-entrepreneurs.

Internationally, HELP has earned further recognition for its innovative efforts. In the QS Star Rating System, we were awarded the maximum 5 Stars in 9 categories of endeavour, including Online Learning and Business and Management Studies; in the QS World University Ranking we were placed No. 1 in Asia for Outbound Student Exchange in recognition of our achievements in placing students in top institutions worldwide and for being a university of choice for students from many continents.

### ALL HELP STUDENTS ARE ELIGIBLE FOR THE FREE CERTIFICATE IN DATA AND BUSINESS ANALYTICS COURSE

Competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

TEA is the acronym for Thinking mind, Entrepreneurial attitude, Analytics skills: T is about robust thinking skills; E is about having a problem-solving mindset; A is about the skills in applying evidence-based management using data analytics. Each of these is supported by a programme of skills training and attitude development, viz the Critical Thinking Skills Programme, the Entrepreneurship-Leadership-Management Programme (ELM), and the Analytics Certificate Programme. This is the core education culture of HELP University as we prepare our students to be IR 4.0 future ready.

During the last 33 years HELP has been exploring and experimenting with innovative ways to evolve our education philosophy, principles and practices. To achieve the 3 Cs (Character development, Competency in leadership, and

Competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

## WELCOME TO THE LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY

In the 21st century, conventional education is no longer relevant, applicable or adequate in the changing economic environment. The Faculty of Business, Economics and Accounting at HELP University offers students an exciting and diverse learning experience and it also nurtures critical skills to ensure their success in the career world.

Among the valuable skills that they learn are: uncertainty management, teamwork, conflict resolving, effective presentation and negotiation; and entrepreneurship.

We offer the Bachelor of Business (Hons) programme which allows students to specialise in one of these seven areas: Accounting, Entrepreneurship, Finance, Human Resource Management, International Business, Hospitality Management and Marketing. We also offer the Bachelor of Economics (Hons), Bachelor of Management (Hons), Bachelor of Tourism Management and Bachelor of Business Psychology and the Diploma in Business programmes.

The curriculum is broad-based in nature. It emphasises active learning through problem-solving and real-life case studies.

Our accounting programme is the first Malaysian university programme to be accredited by CPA, Australia. Furthermore, our accounting programme is granted maximum exemptions by professional bodies such as ACCA, ICAEW and MAICSA.

Our students can transfer credits to many top universities in Australia, UK and New Zealand, including The University of Queensland, University of Melbourne, Australian National University, University of New South Wales, Macquarie University, University of Western Australia, University of Liverpool, University of Bristol, Queen's University of Belfast, University of Leeds, Cardiff University, University of Essex, University of Otago and many others. Our business programme is the only one in Malaysia which permits students to transfer their credits to the final year of The University of Queensland Business/Commerce programme.

Furthermore, we have various internships and graduate training programmes with many leading multinational companies including General Electric, KPMG, PWC, Ernst & Young, Deloitte and BDO. Hence, our graduates are preferred employees of top companies.

HELP is a popular choice for students who wish to pursue business, tourism and hospitality studies not only because of its academic excellence but also its teaching quality. We also provide students with a wide range of services and extracurricular activities aimed at building character, infusing leadership qualities and positive values, and taking care of their physical, mental and emotional health. Our educational philosophy is holistic and comprehensive.

We sincerely welcome you to join our programmes and achieve excellence with us.

**Stephen Wu**  
Dean, Faculty of Business, Economics and Accounting





# WHY BUSINESS AT HELP

## LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY

The Faculty of Business, Economics and Accounting is a comprehensive business and hospitality and tourism management school distinguished for the quality of its academic staff, the breadth and depth of its programmes, the recognition accorded by world-class universities, accreditation from professional bodies and its close links with the industry. It was formed in 1986 at the inception of HELP in the same year. At present, it is the largest academic faculty at HELP University with more than 2,500 undergraduate students.

## QUALIFIED AND REMARKABLE LECTURERS

Experienced faculty members with an excellent track record of nurturing top achievers - 172 scholarship recipients from The University of Queensland to date (placed #48 in the QS World Ranking 2019). 40% of our lecturers have doctoral degrees in their specialised fields and most of our lecturers have more than 10 years of teaching experience at HELP University and substantial corporate work experience.

## INDUSTRY ADVISORY BOARD

The IAB is established with the aim to ensure that the Business programmes offered by the faculty are relevant and meet the expectations of the industry. It also strengthens the faculty's ties with the industry. The IAB comprises senior industrialists and professionals with both local and global exposure, who advise the faculty on its curriculum in the context of industry trends and employment prospects. The panel members support the faculty's activities in placing undergraduates in their internship programmes and for employment upon graduation.

## DEDICATED FACILITIES

Our learning spaces are designed to encourage our students to collaborate. They're equipped with built-in technology and can be customised to suit different classes. The Business Analytics and Technology Innovation Centre (BATIC) houses the largest Bloomberg laboratory in Malaysia, a trading room and an Incubation hub to advance research and training in the area of financial securities trading, techno-entrepreneurship and business analytics. Our students have access to real-time global financial instruments and data in Bloomberg Laboratory and Trading room thus providing our students with hands-on experience on financial markets, products and trading activities and making HELP University the hub for Finance and Investment Education in the country.

## RESEARCH AND DEVELOPMENT

Our research is founded on collaboration – including partnerships with industry and government and we shall focus on Business Analytics, Digital Business, Investment Management, Fin Tech and Accounting. Our faculty members have won various research grants including from the Ministry of Education, Malaysia. Many of them have published in international journals and some of them have been invited to be key note speaker or moderator at international conferences and seminars. A few of them have won the Emerald Literati Award.

## CAREER READINESS AND COMPETITIVENESS

The curriculum is broad-based in nature; it emphasises active learning through team-based projects and business simulations, using real-life case studies to enhance problem-solving skills and hands-on experience. These skills and competencies are strengthened through student activities such as participating in various local and international competitions and conferences, and organising professional and social events. Many of our graduates are headhunted by global employers for their analytical skills and resourcefulness. In the face of rapid developments in computer technology, and to keep up with the times, we realise the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. Our newly minted tracks for the marketing major which include the Digital Business track and the E-Commerce track will fulfil this Digital Transformation by equipping our students with effective skills and an efficient mindset.

Furthermore, industry and technology-based modules such as Fin Tech, Business Analytics, Artificial Intelligence, Block Chain, Cryptocurrency, eCommerce Start-ups, Digital Business, Cybersecurity are embedded in the curricula thus producing analytics-driven graduates who are innovative, entrepreneurial, global mindedness and future skilled.

## PROVEN PERFORMANCE

Our students have won numerous scholarships from top universities such as UQ, Melbourne, ANU, UNSW, Macquarie, Cardiff, Essex and many others. Furthermore, our students have won various competitions such as CPA Australia-KPMG Case Competition, CIMB ASEAN Stock Challenge, Maybank Go Ahead. Challenge, EY Young Tax Professional of the Year, OSK Stock Market Challenge and many others.

## WORKPLACE EXPERIENCE & INTERNSHIP

We integrate work experience into our programmes thus enabling our students to make strong connections with industry leaders from EY, KPMG, Deloitte, PwC, HSBC, OCBC, L'Oréal, Unilever, GE, Accenture, BCG and many others. We have various internship and graduate training programmes with many leading multinational companies. These include Affin-Hwang Asset Management, Fave Malaysia, AIA, KPMG, Eastin Hotel, Unisem, Ogilvy & Mather, BDO and more. Hence, our graduates are preferred employees of global companies.

## GATEWAY TO INTERNATIONAL UNIVERSITIES

HELP University is a gateway to many international universities, enabling students to transfer credits to top universities in Australia and the UK, including the University of Queensland, University of Melbourne, Australian National University, University of New South Wales, University of Western Australia, Macquarie University, Queensland University of Technology, Cardiff University, University of the West of England, University of Bristol, Queen's University of Belfast, University of Essex, Bangor University, University of Leeds and University of Liverpool. Furthermore, HELP University is the only university in Malaysia with an exclusive 2+1 credit transfer arrangement with the University of Queensland.

## NATIONAL TOP THREE CPA AUSTRALIA-KPMG COMPETITION

The HELP team emerged in the Top 3 teams (not ranked) at the national level in the CPA AUSTRALIA-KPMG Case Competition 2018 "Student to Strategist: Career Take-Off". This competition, restricted to third year final semester students with a CGPA of 3.20 and above, attracted 29 teams from various universities in the country.

The HELP team emerged as one of the National Top 3. All the winning team members were offered employment at KPMG Malaysia.



### Terrell Thu Jyee Chen

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- Awarded the HELP-Chong Hwa Independent School Scholarship (Full Scholarship)
- Chong Hwa Independent High School, Jalan Ipoh (2015), 8 As in UEC
- Chong Hwa Independent High School, Jalan Ipoh (2014), 9 As in SPM

### Jasmyn Lee Jia Min

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- HELP University Merit Award (2017)
- HELP University Distinction Award (Partial Scholarship) (2016)
- SMK Desa Mahkota (2015)
- SMK Kepong Baru, KL (2013), 10 As in SPM

### Owen Puah Ting Wei

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- Awarded the HELP-Chong Hwa Independent School Scholarship (Full Scholarship)
- Chong Hwa Independent High School, KL (2015), 7 As in UEC
- Chong Hwa Independent High School, KL (2014), 7 As in SPM



## MULTIPLE AREAS OF SPECIALISATION IN BUSINESS

**ELM** Available at ELM Business School  
**S2C** Available at Subang 2 Campus

### DIPLOMA IN BUSINESS **ELM** **S2C**

KPT/JPS (R/340/4/0436) (A6487) 01/20

The Diploma in Business is a two-year HELP University programme that prepares students for admission into the second year of business-related degree programmes at HELP and internationally recognised universities. It is widely accepted by Australian, British and New Zealand universities as being equivalent to their first year course of studies.

Furthermore this is a fast track programme to complete a bachelor degree in business at HELP University and some of its overseas partner universities as students will only require about 3.5 years instead of 4 years to complete a bachelor degree in business. The saving in duration to complete a bachelor degree in business will enable the graduates to enter the workforce about 6 months ahead of others.

This programme has been structured and developed in consultation with, and is moderated by, foreign universities to ensure that it is of an acceptable international standard. The curriculum is designed to provide students with a sound background in accounting, finance, marketing, management and related business subjects.

Apart from preparing students for entry into business degree programmes, the Diploma in Business adequately prepares students for the job market as well. Upon completion of this programme, graduates will have acquired the knowledge and practical skills in business which will enhance their competency to complete their assigned tasks.

### BACHELOR OF BUSINESS (ACCOUNTING) (HONS) **ELM** **S2C**

KPT/JPS (R2/344/6/0235) (A10833) 10/24

Accounting is concerned with the measurement, reporting and evaluation of information, including computerised information, which assists in the management of resources in business entities and government organisations.

This programme prepares students to become professional accountants. It covers theoretical and conceptual accounting matters combined with the basic accounting skills needed to make graduates employable.

The curriculum has been designed to fulfill the requirements of professional accounting bodies like CPA Australia, ACCA, ICAEW, CIMA, MIA and many others where exemptions can be obtained. At the same time, the curriculum provides a student with a broad-based education, thus enabling success in the highly competitive work environment. Furthermore, top accounting professionals from the Big 4 accounting firms are invited to participate in teaching as adjunct staff. They bring real-world perspectives into the classroom setting.

### BACHELOR OF BUSINESS (ENTREPRENEURSHIP) (HONS) **ELM**

KPT/JPS (R2/340/6/0388) (A10830) 10/24

Entrepreneurship creates value and contributes to all-round progress. It is an integrated discipline that draws on knowledge and skills developed in a variety of areas. Entrepreneurial endeavours are successful when students are able to identify and assess opportunities, and enable action to be taken to pursue these opportunities.

The programme's curriculum blends the traditional components of a management education with the study of those content, skill,

and critical areas that uniquely define entrepreneurship. Through a combination of academic and clinical experiences, students are able to develop an appreciation and understanding of the entrepreneurial process. Upon completion of the programme, graduates will understand the motivations, behaviours, and strategies necessary to create, implement, and sustain new ideas and ventures.

### BACHELOR OF BUSINESS (FINANCE) (HONS) **ELM** **S2C**

KPT/JPS (R2/343/6/0121) (A5951) 10/24

Finance is concerned with the study of financial instruments, institutions, markets and systems. It involves the study of financial decision making under uncertainty, which has applications in many fields including banking, financial consulting and planning, funds management, merchant banking, stockbroking and treasury.

This programme provides rigorous training in the theory and applications of finance. The programme involves a core in mainstream finance supplemented with studies in related

quantitative techniques and methodologies, economics and management.

On completion of this programme, graduates will understand:

- how corporations make financial decisions
- how individual investors select and manage their investment opportunities and portfolios
- the intricacies of derivative securities
- the management of the financial services industry.

## PROVEN PERFORMANCE

“The comprehensive curriculum in the HELP University Bachelor of Business (Accounting) (Hons) programme has provided me with a fast track to complete my ACCA programme and a strong foundation towards my career development in the investment industry. The programme has taught me to think strategically and strengthen my analytical skills.”

**KHAW CHING AI**

Manager, Investment Asia Capital Reinsurance Malaysia (Current)

ACCA

MBA, HELP University (2015)

Bachelor of Business (Accounting) (First Class Hons), HELP University (2012)

HELP University President's Award Winner (2012)

Foundation in Arts, HELP University (2008)

SMK Puteri Ampang (2006)



## MULTIPLE AREAS OF SPECIALISATION IN BUSINESS

**ELM** Available at ELM Business School

**S2C** Available at Subang 2 Campus

### BACHELOR OF BUSINESS (HUMAN RESOURCE MANAGEMENT) (HONS) **ELM**

KPT/JPS (R2/340/6/0387) (A10832) 10/24

The realisation of the importance of proper human resource management has been reflected in the hiring of people with specialised skills in personnel management, compensation, labour relations, training and management development, and the use of organisational development consultants.

This programme is designed to provide students with an in-depth knowledge of the three management functions that have become most critical in modern organisations: personnel management, industrial relations and organisational behaviour. These emphasise both practical and conceptual skills to enable

students to work in all areas of human resource management in both the public and private sectors. The programme aims to provide a broad understanding and appreciation of organisations as well as skills in basic Human Resource Management functions.

Upon completion of the programme, graduates should be able to help shape an organisation or business through staff planning, job analysis and design, appraisal of staff performance and assessment of training needs.

### BACHELOR OF BUSINESS (INTERNATIONAL BUSINESS) (HONS) **ELM** **S2C**

KPT/JPS (R2/340/6/0386) (A6238) 10/24

This programme is designed for students who wish to specialise in courses that lead to a career in international business management. The programme provides a broad foundation in business in addition to specialised studies in international management and international marketing.

Upon completion of the programme, graduates will have learnt interpersonal, negotiation, and leadership skills. Graduates will have also learnt how to generate global and local creative strategies, as well as the skills to effectively implement them.

### BACHELOR OF BUSINESS (MARKETING) (HONS) **ELM** **S2C**

KPT/JPS (R2/342/6/0099) (A5952) 10/24

With great competition in markets arising from deregulation, technological change and globalisation, an understanding of marketing is becoming increasingly crucial for professionals in both private and public business areas. In a competitive world, graduates with the ability to add value to products and services have an edge over others. This programme is designed to provide students with a sound background in business, together with an understanding of marketing's role within and between organisations.

In the face of the exponential growth of computer technology, we realize the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. Our newly minted new tracks for marketing

major which include Digital Business track and E-Commerce track will fulfill this Digital Transformation by equipping our students with effective skills and an efficient mindset.

Upon completion of the programme, graduates would acquire decision-making skills and be innovative in their approach in problem-solving. Furthermore, the programme develops critical thinking and communication skills so that graduates may deal effectively with the continually changing business environment. To achieve these aims, the programme integrates the development of practical skills and knowledge, with a strong emphasis on understanding current theories and the latest research.

### BACHELOR OF BUSINESS ANALYTICS (HONOURS) **S2C**

KPT/JPS (N/340/6/0801) (MQA/PA13819) 07/25

HELP Bachelor of Business Analytics (Honours) programme aims at producing graduates who are not only knowledgeable in the business discipline but who are also data-driven, able to generate statistical outputs using a variety of analytical tools and techniques, interpret them, and make effective managerial decisions based on the findings.

Graduates of this programme will be able to assume a variety of positions such as business analyst, operations research analyst, market research analyst, operations analyst, quantitative analysts, project manager, digital marketing manager, transportation logistics manager, and others.

### BACHELOR OF BUSINESS PSYCHOLOGY (HONS) **S2C**

KPT/JPS (R2/340/6/0706) (A7364) 01/22

This programme is designed to provide skills in organizational and systems management reinforced with psychological insights and behavioural science. By integrating management studies with the critical and analytical methods of psychology, it meets the needs of students intending to pursue careers in personal management, training and development, human resource management and employee and customer relations.

Upon completion of the programme, students will have:

- Developed an understanding of human behaviour and organisational dynamics that reflect business success
- Gained the skills to function effectively in group and organisational settings

### BACHELOR OF MANAGEMENT (HONS) **ELM**

KPT/JPS (R2/345/6/0097) (A6913) 08/21

This programme will appeal to students who wish to obtain a general education in the disciplines which underlie the theory and practice of management. The degree aims to cover the analysis of a specific set of topics but also to teach logical analysis of social and individual decision-making process.

Upon completion of the programme, graduates will be able to analyze management issues, develop critical skills for a wide range of real-world business and professional situations and be prepared for a career in business administration and management.

### BACHELOR OF ECONOMICS (HONS) **ELM**

KPT/JPS (R2/314/6/0010) (A7952) 09/22

The Bachelor of Economics (Hons) is an excellent starting point for a career in the accounting, finance and banking professions. Organised in terms of modules that emphasise both theory and relevant applications, the programme offers a systematic exposure to tools with which to analyse financial markets, banking operations, corporate financial decision making and accounting reports.

Upon completion of the programme, graduates will have an understanding of fundamental issues, debates and problems related to the operations of financial systems at both micro and macro levels in the context of national and global economies. They will be ready for a career in various accounting, finance and banking professions.

### BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONS) **ELM**

KPT/JPS (R/811/6/0287) (A6839) 03/21

The hospitality industry encompasses diversified fields within the service industry, including hotels, resorts, restaurants, event planning, theme parks and others from the tourism industry. Not only does Hospitality Management concern accommodation and food and beverage services, but it also covers areas like meetings and events, gaming, entertainment and recreation, tourism services and visitor information.

In such a broad-based industry, career opportunities are extensive. As the hotel and hospitality industry moves increasingly from a skill-based to a knowledge-based industry, higher learning has become increasingly critical to opening

career doors and helping managers to be more fully attuned to the culture, services and competitive aspects of the sector.

Hospitality Management is a vibrant and challenging career. Graduates can find employment in casinos, hotels, restaurants, convention centres and special event management companies. Hence, this programme is ideal for people who are mobile, free-spirited and eager for new experiences and cultures. This major delves into international hotel operations management, technological applications in hospitality management and large-scale services management, as well as small business operations.

### BACHELOR OF TOURISM MANAGEMENT (HONS) **ELM**

KPT/JPS (R/812/6/0113) (A10692) 02/20

The programme is designed to produce graduates with an in-depth grasp of concepts and perspectives in the tourism industry, who are able to source, analyse and critically evaluate information on physical features, attractions and the impact of events on the environment. The programme is developed to be industry focused so that graduates can function effectively as active professionals and are able to promote tourism at different levels – local and worldwide. The areas of specialisation in this programme are travel, event, recreation and entertainment management.

Tourism as a career offers many opportunities. It provides employment to millions of people directly and indirectly. This industry has an enormous scope and is growing and generating jobs for qualified job seekers. The industry has something to offer for almost everyone and can absorb people with diverse skills.

The hospitality and tourism industries are very people-oriented. If interacting with new people is what you love and you take pride in making people happy, then this could be your career choice.



## FIRST CPA AUSTRALIA ACCREDITATION IN MALAYSIA

For a Malaysian private university's Accounting programme

### MALAYSIAN INSTITUTE OF CHARTERED SECRETARIES AND ADMINISTRATORS (MAICSA)

The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) grants maximum exemptions to graduates of the HELP University Bachelor of Business (Accounting) (Hons) degree programme and Bachelor of Business (Finance) (Hons) degree programme. Graduates of these two programmes are only required to complete the final stage of the MAICSA International Qualifying Scheme (IQS) programme (by examination) which comprises four subjects.

Graduates of the other HELP University Bachelor of Business in Marketing, Entrepreneurship, Human Resource Management and International Business (Hons) degree programmes are required to complete the MAICSA International Qualifying Scheme (IQS) 1 & 2 which comprises eight subjects.

### MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA)

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible to apply to sit for the MIA Qualifying Examination (QE) which consists of four papers.

Upon completion of the four papers and with three to four years of relevant working experience, students can apply for membership of MIA. The MIA's QE is the third and final route to gain admission into the MIA, after which they are officially recognised as Chartered Accountants.

### THE INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES (ICAEW)

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible for eight exemptions out of 15 subjects from ICAEW.

### CERTIFIED PRACTISING ACCOUNTANTS (CPA) AUSTRALIA

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) programme are eligible to apply to become Associate Members of CPA Australia where they will be required to complete six CPA segments under the CPA Programme. On completing the six segments and the Practical Experience Requirement (which usually consists of three years of relevant working experience), they can advance to CPA status and thereafter apply for membership of the Malaysian Institute of Accountants (MIA).



### CHAMPIONS IN THE CIMB ASEAN STOCK CHALLENGE

The HELP winning team in Bangkok: (centre, left to right) Chan Kao Sem, Mooi Weng Hou and Chia Cheok Sun with HELP President Datuk Dr Paul Chan and CEO Datin Chan-Low Kam Yoke (4th and 3rd right), Dean of the HELP Faculty of Business, Economics and Accounting Mr Stephen Wu (2nd right), senior lecturers Mr Gooi Chee San and Mr Selvanadan Muniappan (1st and 2nd left), and Ms Liew Huey Min (right).

### THE ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible for nine exemptions out of 13 subjects from ACCA. ACCA has allowed HELP University's Bachelor of Business (Accounting) (Hons) programme students' conditional exemption (CE) into the ACCA Programme. The CE offering will allow our second and final year students of the Bachelor of Business (Accounting) (Hons) programme to take their ACCA Professional Level subjects prior to completion of their Bachelor's degree programme.

### FINANCIAL PLANNING ASSOCIATION OF MALAYSIA (FPAM)

Students who have completed the HELP University Bachelor of Business (Finance) (Hons) degree programme are eligible for Module 3 exemption. Students will then be required to complete Module 1, Module 2 and Module 4 in order to be awarded the Certified Financial Planner (CFP).

### THE CHARTERED FINANCIAL ANALYST® (CFA) INSTITUTE

HELP University Bachelor of Business (Finance) (Hons) degree programme has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programmes incorporate at least 70% of the CFA Candidate Body of Knowledge (CBOK), which provides students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

### SOCIETY OF ACTUARIES (SOA)

Students who have completed the HELP University Bachelor of Business (Hons) degree programme are eligible to apply for Validation by Educational Experience (VEE) credit with the Society of Actuaries (SOA) if they have received a score of D12 or better in the VEE-approved courses. The courses that are approved include QBM101 Business Statistics, ECO101 Principles of Microeconomics, ECO102 Principles of Macroeconomics and FIN202 Financial Management. This will allow the students to meet part of the necessary requirements in acquiring the Associateship with SOA.

### ACCOUNTING

- Chartered Certified Accountant
- Chartered Management Accountant
- Chartered Public Finance Accountant
- Company Secretary
- Corporate Treasurer
- Internal Auditor
- Management Consultant
- Tax Adviser
- Tax Inspector

### BUSINESS ANALYTICS

- Data Business Analyst
- Quantitative Analyst
- Market Research Analyst
- Business Analysis Manager
- Business Competency Manager
- Investment Fund Manager
- Business Analytics Trainer/Consultant
- Business Operations Manager
- Product Manager
- Operations Manager
- Relationship Manager
- Human Resource Manager
- Transportation & Logistics Manager

### ENTREPRENEURSHIP

- Business Consultant
- Institutional Development Manager
- Entrepreneur
- Intrapreneur
- Investment Adviser
- Joint Venture Consultant

### FINANCE

- Credit Manager
- Financial Analyst

- Financial Controller
- Investment Fund Manager
- Investor Relations Officer
- Risk Management Manager

### HOSPITALITY MANAGEMENT/TOURISM MANAGEMENT

- Catering Manager
- Conference Organiser
- Event Coordinator
- Hotel/Resort Manager
- Restaurant Chain Area Manager
- Travel Agency Manager
- Tour Operator

### HUMAN RESOURCE MANAGEMENT

- Compensation Specialist
- Corporate Trainer/Instructor
- Human Resource Manager
- Labour Relations Manager
- Personnel Consultant
- Staffing Specialist
- Training/Staff Development Manager

### INTERNATIONAL BUSINESS

- Expert Manager
- Global Market Analyst Consultant
- International Business Analyst
- Consultant
- International Operations Manager
- Regional Marketing Manager
- Trade Relationship Manager

### MARKETING

- Brand Manager
- Business Development Manager
- Market Researcher

- Marketing Communications Manager
- Product Manager
- Retail Manager
- Sales and Promotion Manager
- Event Manager
- Logistics Specialist
- Digital Strategy Manager
- Digital Marketing Analyst

### BUSINESS PSYCHOLOGY

- Human Resource Manager
- Industrial Relations Consultant
- Market Researcher
- Public Policy Advisor
- Training and Development Manager
- International Business Manager
- Activities and Program Manager

### MANAGEMENT

- Human Resource Management
- Operations Management
- Strategic Management
- International Management
- Quality Management
- Leadership

### ECONOMICS

- Researchers
- Accountancy
- Banking and Insurance
- Telecommunication
- Financial Management
- Consultancy
- Information Management
- Education
- Federal, State and Local Government

## STUDENT MOBILITY PROGRAMME



Students have the opportunity to join our Student Mobility Programme either on a short-term or long-term basis. This programme allows students to live and study in one of our partner universities which can enhance their international experience and help them develop their cross-cultural understanding of a foreign country. There are two different types of outbound mobility programmes:

### SUMMER OR WINTER CAMPS

This programme is only made available to those who wish to take part in this programme on a short-term basis in one of our partner universities. It typically ranges from 2 to 4 weeks, where students will have the chance to mingle not only with the local students but also with international students from all over the world.

### THE LONG-TERM EXCHANGE PROGRAMME

This will be held during a regular semester of 16 weeks in one of our partner universities where students will have full immersion in the local life as they experience studying with other local students in their classes. Universities in different countries will have different intakes:

- March-June/September-December in Korea
- February-June/July -November in Australia
- Sept-Jan or Jan-June in UK

For further information on the above programme, please refer to the administration office of Faculty of Business, Economics and Accounting.



## HELP BUSINESS GRADUATES ARE NOW WITH LEADING MULTINATIONAL COMPANIES INCLUDING ERNST & YOUNG, KPMG, DELOITTE'S, PWC, CIMB, MAYBANK, OCBC, DHL, TESCO AND MORE.

“The Diploma in Business programme has provided me with a strong foundation to do my Bachelor of Business (Accounting) degree programme. The academic faculty in the diploma and bachelor degree programme are made up of high level industry professionals and academics with active consultancy portfolios. Their invaluable work expertise honed from years of experience have trained me well for my current job.”

### CHAI MING TAK

Tax Associate II, Ernst & Young  
Bachelor of Business (First Class Hons) Accounting (2018)  
Diploma in Business (2016)  
Hong Leong Foundation ROAR Scholarship Holder (2014-2018)



**Crystal Gan Tze Jin**  
Assistant Manager, OCBC  
Bank Malaysia  
BCom (Fin) (UQ) (2016)  
BBus (Fin) (HELP)  
HELP-UQ Scholarship Holder  
Foundation in Arts (HELP)  
SMK St Mary, KL



**Yip Chee Meng**  
Senior Associate, KPMG  
MBA (HELP) (2018)  
BBus (Acc) First Class Hons  
(HELP University) (2014)  
HELP University President's  
Award  
Foundation in Arts (HELP)  
SMK Taman SEA KL



**Ong Vincent**  
Business Development  
Executive, Maybank  
BBus (Fin) First Class Hons  
(HELP) (2014)  
Foundation in Arts (HELP)  
Chong Hwa Independent  
High School KL



**Han Pei Wun**  
Tutor, UQ Business School  
BBus (Fin) First Class Hons  
(UQ) (2013)  
BBus (Acc) (HELP)  
Foundation in Arts (HELP  
University)  
SMK Convent Bukit Nanas,  
Kuala Lumpur



**Chan Sze Ern**  
Associate, PwC  
BCom (Fin) (UQ) (2016)  
BBus (Fin) (Hons) (HELP)  
(2015)  
HELP-UQ Scholarship Holder  
A-Levels (HELP University)  
SMK Seri Mutiara KL



**Chong Kar Mun**  
Tax Associate, Ernst & Young  
Tax Consultants  
BBus (Acc) (HELP)  
SMK St Mary, KL



**Wong Wei Qi**  
Investment Analyst  
BBus (Fin) First Class Hons  
(HELP) (2014)  
SMK (P) Pudu, KL



**Koh Kang Swee**  
Business Development  
Manager, RHB Bank Berhad  
Malaysia  
BBus (Fin) First Class Hons  
(HELP) (2014)  
Hin Hua High School, Klang



**Choi Pui Mun**  
Assistant Manager,  
KPMG (Singapore)  
BCom (Acc & Fin) (UQ)  
BBus (Acc) (HELP)  
UQ International  
Undergraduate Scholarship  
(covers 100% tuition fees)  
SMK Seri Bintang Utara, KL



**Phua Jing Wen**  
MIS and Reporting (Treasury  
Operations Department),  
OCBC Bank (M) Berhad  
BBus (Fin) First Class Hons  
(HELP) (2015)  
Affin Hwang Scholarship  
Holder  
Chong Hwa High School, KL



**Lai Chee Cheng**  
Executive, Business &  
Corporate Banking,  
Hong Leong Bank  
BCom (Fin) (UQ) (2015)  
BBus (Fin) (HELP)  
HELP-UQ Scholarship  
Holder  
Chong Hwa Independent  
High School KL



**Megan Gail Ventura**  
BBus (Acc & Fin) (UQ)  
BBus (Marketing) (HELP)  
Awarded 100% scholarship to  
complete her final year at  
University of Queensland  
SMK Ketari, Bentong, Pahang



**Calvin Tee Voon Sheng**  
Graduate Development  
Program, Hewlett Packard  
Enterprise  
BBus Mgmt (Marketing)  
(UQ) (2016)  
BBus (Marketing) (HELP)  
UQ International  
Undergraduate Scholarship  
(covers 100% tuition fees)  
SMK Aminuddin Baki



**Ng Ju Ynn**  
External Auditor, Ernst &  
Young Malaysia  
BCom (Acc & Fin) (UQ)  
(2013)  
BBus (Fin) (HELP)  
UQ International  
Undergraduate Scholarship  
SMK Kepong Baru

## DIPLOMA IN BUSINESS

### PROGRAMME DETAILS

- 2-year programme
- Students are required to complete 20 academic subjects and 4 MPU subjects
- 14 weeks for full semester; 7 weeks for half semester
- Fast track and overseas study trip

### SUBJECTS

#### Year 1 - Academic Subjects

- DIP1ACC03 Basic Accounting
- DIP1BUS01 Introduction to Business Administration
- DIP1ECO03 Basic Economics
- DIP1ENG01 English 1
- DIP1ENG02 English 2
- DIP1ITC03 Digital Information Technology
- DIP1MAT01 Basic Business Mathematics I
- DIP1MAT02 Basic Business Mathematics II
- DIP1SSK04 Elementary Law

#### Year 2 - Academic Subjects

- D2ACC100 Financial Accounting
- D2ACC110 Accounting for Business Decisions
- D2ECO110 Microeconomics
- D2ECO120 Macroeconomics
- D2FIN100 Introduction to Finance
- D2LAW110 Business Law
- D2MGT100 Organisations & Management
- D2MGT120 Introduction to Business Ethics
- D2MKT110 Marketing Principles
- D2QBM117 Business Statistics

#### Choose 1 elective from the following

- DIP1PR01 Introduction to Public Relations
- D2BIP200 Diploma Internship Programme
- D2HRM100 Introduction to Human Resource Management
- D2MGT201 Organisational Behaviour
- D2PSY101 Introduction to Psychology<sup>1</sup>
- D2TRM101 Introduction To Tourism and Leisure Management<sup>2</sup>

#### 4 Compulsory MPU Subjects

- MPU1**
- MPU2133 Bahasa Melayu Komunikasi 1 (International students)
  - MPU2163 Pengajian Malaysia 2 (Malaysian students)

#### MPU2 (Choose 1)

- MPU2213 Bahasa Kebangsaan A\*
- MPU2263 Communication I

\* For Malaysian students without a credit in SPM Bahasa Melayu.

#### MPU3

- MPU2313 Introduction to Malaysian Tourism

#### MPU4 (Choose 1)

- MPU2412 Co-curriculum – Sports 1
- MPU2422 Co-curriculum – Community Service 1
- MPU2432 Co-curriculum – Event Management 1

### ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment - 40%  
Final examination - 60%

### ENTRY REQUIREMENT

Any one of the following:

- SPM/O-levels with at least 3 credits (including a pass in SPM Bahasa Melayu and Sejarah)
- Senior Middle 3 (UEC) with at least 3 Bs
- Equivalent qualification

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

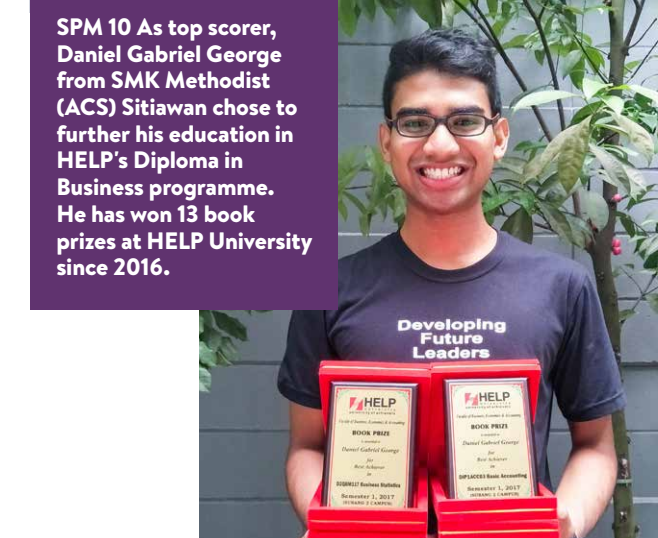
<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

<sup>1</sup> For Business Psychology pathway

<sup>2</sup> For Tourism Management pathway



Diploma in Business  
student Wu Yuen Theng,  
a winner of the Hong  
Leong Foundation's  
ROAR Scholarship, has  
participated in the  
Cultural Exchange  
Programme at Kuokmin  
University, Korea.



SPM 10 As top scorer,  
Daniel Gabriel George  
from SMK Methodist  
(ACS) Sitiawan chose to  
further his education in  
HELP's Diploma in  
Business programme.  
He has won 13 book  
prizes at HELP University  
since 2016.



# BACHELOR OF BUSINESS (HONS) ACCOUNTING

## PROGRAMME DETAILS

- 3-year to 3-year 1 semester honours programme
- 32 subjects including a graduation project and internship (compulsory)
- 14 weeks for full semester; 7 weeks for half semester

## SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment - 40%  
Final Examination - 60%

## ENTRY REQUIREMENT

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.5 out of 4.0\*
- HELP Diploma in Business with a minimum CGPA score of 2.5 out of 4.0\*
- 2 C+ in STPM\*
- 2 A-Levels passes
- 5 Bs in Senior Middle 3 (UEC)\*\*
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50% for various Australian Matriculation Programmes
- Equivalent qualification

## ENGLISH REQUIREMENT

- MUET Band 2 (Malaysian students) \*\*\* or IELTS 5.5 (international students) or equivalent international English Language qualification

\* The stated qualifications must be supported with a credit in Mathematics and a pass in English at SPM level. This requirement can be waived should the qualification contain Mathematics and/or English subject(s) with equivalent/ higher achievement.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

\*\*\* Waived if students have completed a pre-university or diploma programme that was conducted in English.

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## SUBJECTS

### Year 1 - 10 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ENG 101	English for Academic Purposes
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

### Year 2 & 3 - 15 compulsory subjects

ACC200	Accounting Information Systems
ACC201	Management Accounting 2
ACC202	Financial Reporting
ACC203	Financial Accounting 2
ACC301	Management Accounting 3
ACC302	Corporate Accounting
ACC303	Auditing & Assurance Services
ACC304	Accounting Theory & Practice
AIP300	Accounting Internship Programme
FIN202	Financial Management
HRM201	Managing Human Resources
LAW201	Company Law
TAX301	Taxation
MGT203	Business Research
MGT400	Graduation Project

And choose 2 electives from any Year 2 or Year 3 subjects

### Electives (partial list)

ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN203	Financial Institutions, Instruments and Markets
FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
MGT212	Business Analytics for Decision Making (strongly recommended)

“The HELP Diploma in Business programme covers the whole spectrum of business: Accounting, Finance, Economics, Management, Marketing, Law, Quantitative Methods, Ethics and Human Resource Management. The wide coverage of the Diploma curriculum has built a strong foundation for my Bachelor's degree in Accounting.”

Kueh Wan May

KPMG Associate in Accounting and Advisory Outsourcing Service (current)

Table Tennis Malaysia National Player (2015)

Bachelor of Business (Accounting) (Hons), HELP University (2018)

Diploma In Business, HELP University (2015)  
Chung Hua Middle School, Kuching (2008)

MGT300	Managing People across Cultures
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT309	Project Management
MGT312	E-Commerce Strategies
MKT206	Retail Management
MKT208	Brand Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationship
MKT307	Environmental Marketing
MKT308	B2B Marketing
MKT313	Digital Product Management
MKT314	Search Marketing
QBM201	Advanced Business Statistics

## GRADUATION PROJECT

All students are required to complete a graduation project in their related field under supervision.

## 5 Compulsory MPU Subjects

### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A <sup>^</sup>
MPU3263	Communication & Leadership Skills

<sup>^</sup> For Malaysian students without a credit in SPM Bahasa Melayu.

### MPU3

MPU3273 A\* Gen Careers in Malaysia & Beyond

### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sport 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



# BACHELOR OF BUSINESS (HONS) FINANCE

## PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

## SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

## ASSESSMENT

Most subjects follow the assessment pattern below:

- Continuous assessment - 40%
- Final Examination - 60%

## ENTRY REQUIREMENT

Any one of the following:

- HELP Foundation in Arts/Foundation in Science with a minimum CGPA score of 2.5 out of 4.0\*
- HELP Diploma in Business with a minimum CGPA score of 2.5 out of 4.0\*
- 2 C+ in STPM\*
- 2 A-Levels passes
- 5 Bs in Senior Middle 3 (UEC)\*\*
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50% for various Australian Matriculation Programmes
- Equivalent qualification

## ENGLISH REQUIREMENT

- IELTS 6.0 (international students) or equivalent international English Language qualification

\* The stated qualifications must be supported with a credit in Mathematics and a pass in English at SPM level. This requirement can be waived should the qualification contain Mathematics and/or English subject(s) with equivalent/higher achievement.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## SUBJECTS

### Year 1 - 9 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

### Year 2 & 3 - 14 compulsory subjects

ACC203	Financial Accounting 2
ECO202	Macroeconomic Analysis
FIN202	Financial Management
FIN203	Financial Institutions, Instruments & Markets
FIN204	Investment Analysis & Decision Making
FIN205	Wealth Management
FIN302	Analysis of Equity & Fixed Income Investments
FIN304	Global Financial Management (with usage of Bloomberg embedded into the subject)
FIN305	Strategic Issues in Financial Management
FIN306	Derivative Securities & Risk Management
FIN307	Portfolio Management (with usage of Bloomberg embedded into the subject)
HRM201	Managing Human Resources
MGT203	Business Research
MGT400	Graduation Project

And choose 3 electives from any Year 2 or Year 3 subjects (1 of them must be a Year 3 subject)

### Electives (partial list)

ACC201	Management Accounting 2
ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
MGT212	Business Analytics for Decision Making (strongly recommended)



Students using the State-of-the-art largest Bloomberg lab in Malaysia.

MGT300	Managing People across Cultures
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT309	Project Management
MGT312	E-Commerce Strategies
MKT206	Retail Management
MKT208	Brand Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationship
MKT307	Environmental Marketing
MKT308	B2B Marketing
MKT313	Digital Product Management
MKT314	Search Marketing
QBM201	Advanced Business Statistics

## GRADUATION PROJECT

All students are required to complete a graduation project in their related field under supervision.

## 5 Compulsory MPU Subjects

### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A <sup>^</sup>
MPU3263	Communication & Leadership Skills

<sup>^</sup> For Malaysian students without a credit in SPM Bahasa Melayu.

### MPU3

MPU3273 A\* Gen Careers in Malaysia & Beyond

### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sport 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



# BACHELOR OF BUSINESS (HONS)

## PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester
- Specialisations: Marketing, Entrepreneurship, International Business and Human Resource Management

## SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment - 40%  
Final Examination - 60%

## ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts/Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
  - HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC) \*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

\* The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## SUBJECTS

### Year 1 - 9 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

### Year 2 & 3

#### Marketing - 14 compulsory subjects

FIN201	Business Finance
HRM201	Managing Human Resources
MKT201	Consumer Behaviour
MKT203	Distribution & Logistics Management
MKT205	Sales Management
MKT207	Product Management
MKT209	Digital Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT303	Marketing Research
MKT304	Competitive Marketing Planning & Strategy
MKT306	Services Marketing
MKT311	Innovative Product Development and Management
MGT400	Graduation Project

And choose 3 electives from any Year 2 or Year 3 subjects\*\*\*

\*\*\* Students have a choice of the digital marketing track, e-commerce track or the general marketing track. Please refer to the Faculty for further information.

#### Entrepreneurship - 13 compulsory subjects

FIN201	Business Finance
HRM201	Managing Human Resources
MGT200	Small Business Management
MGT203	Business Research
MGT204	Asian Entrepreneurship & Innovation
MGT206	Introduction to Entrepreneurial Behaviour
MGT207	New Venture Creation
MGT208	Franchising
MGT307	Strategic Planning for Entrepreneurs
MGT310	Corporate Venturing
MGT311	Entrepreneurship Business Plan
MKT305	Strategic Marketing Relationship
MGT400	Graduation Project

And choose 4 electives from any Year 2 or Year 3 subjects (2 of them must be Year 3 subjects)

#### International Business - 14 compulsory subjects

FIN201	Business Finance
ECO203	International Economics
ECO204	International Trade
FIN304	Global Financial Management

HRM201	Managing Human Resources
LAW305	International Business Law
MGT201	Organisational Behaviour
MGT203	Business Research
MGT301	Operations Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MKT302	Strategic Global Marketing
MGT400	Graduation Project

And choose 3 electives from any Year 2 or Year 3 subjects

#### Human Resource Management - 14 compulsory subjects

ECO201	Labour Economics
FIN201	Business Finance
HRM201	Managing Human Resources
HRM202	Human Resources Development
HRM301	Human Resource Research
HRM302	Managing Occupational Health & Safety
HRM303	Managing Strategic Human Resources
INR201	Industrial Relations
INR301	Comparative Industrial Relations
LAW207	Law of Employment
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT305	Business Ethics & Social Responsibility
MGT400	Graduation Project

And choose 3 electives from any Year 2 or Year 3 subjects

#### Electives (partial list)

ACC201	Management Accounting 2
ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN203	Financial Institutions Instruments and Markets
FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce

#### MGT212 Business Analytics for Decision Making (strongly recommended)

MGT300	Managing People across Cultures
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT309	Project Management
MGT312	E-Commerce Strategies
MKT206	Retail Management
MKT208	Brand Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationship
MKT307	Environmental Marketing
MKT308	B2B Marketing
MKT313	Digital Product Management
MKT314	Search Marketing
QBM201	Advanced Business Statistics

## GRADUATION PROJECT

All students are required to complete a graduation project in their related field under supervision.

### 5 Compulsory MPU Subjects

#### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

#### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A <sup>^</sup>
MPU3263	Communication & Leadership Skills

<sup>^</sup> For Malaysian students without a credit in SPM Bahasa Melayu.

#### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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#### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sport 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



## BACHELOR OF BUSINESS ANALYTICS (HONOURS)

### PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

### SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduate must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

### ASSESSMENT

Most subjects follow the assessment pattern below:

Continuous assessment – 50%  
Final examination – 50%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with minimum CGPA 2.0 out of 4.0\*
  - HELP Diploma in Business with minimum CGPA 2.0 out of 4.0\*
  - 2 C+ in STPM\*
  - 2 D in A-Levels\*
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - Equivalent qualification

- \* The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.  
\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

- <sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

### SUBJECTS

#### Year 1 - 10 compulsory subjects

ACC101	Financial Accounting
BDA100	Introduction to Programming
BIT103	Introduction to Database System
ECO101	Principles of Microeconomics
ITC101	Information Technology of Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
QBM153	Mathematics I

#### Year 2 & 3 - 13 compulsory subjects

BBA202	Business Analytics and Informations Systems
BDA203	Advanced Database Systems
BBA204	Descriptive Business Analytics
BBA205	Predictive Business Analytics
MGT203	Business Research
MGT212	Business Analytics for Decision Making
QBM201	Advanced Business Statistics
BBA301	Human Resource Analytics
BBA303	Marketing Analytics
BBA302	Prescriptive Business Analytics
BBA304	Data Insights and Visualisations
BIP301	Business Practicum
BBA400	Final Year Project

And choose 3 electives from any Year 2 or Year 3 subjects (1 of them must be a Year 3 subject) offered by Faculty of Business, Economics and Accounting (pre-requisites must be met and must be of 4-credit value)

#### Electives (partial list)

COM200	Managerial Communication
ITC201	Principles of Web Design
MGT204	Asian Entrepreneurship & Innovation
MKT206	Retail Management
MKT209	Digital Marketing
MGT305	Business Ethics & Social Responsibility
BBA305	Economic Analytics

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A***
MPU3263	Communication & Leadership Skills

\*\*\* For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

## BACHELOR OF BUSINESS PSYCHOLOGY (HONS)

### PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

### ASSESSMENT

Most subjects follow the assessment pattern below:

Continuous assessment – 50%  
Final examination – 50%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with minimum CGPA 2.0 out of 4.0\*
  - HELP Diploma in Business with minimum CGPA 2.0 out of 4.0\*
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

- \* The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.  
\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

- <sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

### SUBJECTS

#### Year 1 - 11 compulsory subjects

ACC101	Financial Accounting 1
ECO101	Principles of Microeconomics
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
BPSY105	Introduction to Quantitative Methods
BPSY106	Introduction to Qualitative Methods
BPSY111	Introduction to Psychology 1
BPSY112	Introduction to Psychology 2
BPSY113	Psychology of Personal and Academic Development

#### Year 2 - 6 compulsory subjects

HRM201	Managing Human Resources
MKT201	Consumer Behaviour
MGT306	ResearchMethodology for Business Psychology
BPSY205	Social Psychology
BPSY207	Human Personality
BPSY210	Conflict Theory & Resolution

#### Year 3 - 6 compulsory subjects

MGT302	Change Management
BPSY302	Introduction to Industrial/ Organisational Psychology
BPSY310	Cross Cultural Psychology
BPSY314	Introduction to Economic Psychology
LAW309	Psychology & Law
MGT400	Graduation Project

Students are required to do 3 elective subjects from Year 2 and 3 (at least 1 subject from Year 3)

#### Electives (partial list)

BPSY221	Development Psychology
BPSY222	Learning and Cognition
BPSY309	Health Psychology
BPSY311	Psychological Testing for Business and Marketing
HRM202	Developing Human Resources
HRM302	Managing Occupational Health and Safety
HRM303	Managing Strategic Human Resources
INR201	Industrial Relations
LAW207	Law of Employment
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT204	Asian Entrepreneurship and Innovation

#### MGT212 Business Analytics for Decision Making (strongly recommended)

MGT300	Managing People Across Cultures
MGT305	Business Ethics and Social Responsibilities
MKT205	Sales Management
MKT206	Retail Management
MKT301	Integrated Marketing Communication
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationships
MKT306	Services Marketing

### GRADUATION PROJECT

All students are required to complete a graduation project in business psychology or related areas under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A***
MPU3263	Communication & Leadership Skills

\*\*\* For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



## BACHELOR OF MANAGEMENT (HONS)

### PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

### ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment – 50%  
Final examination – 50%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
  - HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

\* The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

### SUBJECTS

#### Year 1 - 9 compulsory subjects

ACC101	Financial Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
QBM153	Mathematics I

#### Year 2 - 5 compulsory subjects

FIN201	Business Finance
HRM201	Managing Human Resources
MGT201	Organisational Behaviour
MGT202	E-Business
MGT203	Business Research

#### Choose 3 electives from the following

ACC203	Financial Accounting 2
ECO255	Malaysian Economy
ECO257	Regional Studies
ECO280	Reflective Practice
MGT209	Production & Logistics Management

#### MGT212 Business Analytics for Decision Making (strongly recommended)

#### Year 3 - 8 compulsory subjects

MGT300	Managing People across Cultures
MGT301	Operations Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT356	Critical Issues in Management
MGT400	Graduation Project
BIP300	Business Internship Programme

#### Choose 1 elective from the following

ECO372	Development Economics
MGT302	Change Management
MGT376	Quality Management

### GRADUATION PROJECT

All students are required to complete a graduation project in management or related areas under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A <sup>^</sup>
MPU3263	Communication & Leadership Skills

<sup>^</sup> For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3263	Communication & Leadership Skills
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

## BACHELOR OF ECONOMICS (HONS)

### PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including an economics research project
- 14 weeks for full semester; 7 weeks for half semester

### ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment – 50%  
Final examination – 50%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
  - HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

\* The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English Requirement.

### INTAKES

January, May, August

### SUBJECTS

#### Year 1 - 7 compulsory subjects

ACC155	Elements of Accounting & Finance I
ECO155	Microeconomics I
ECO157	Macroeconomics I
ECO158	History of Economics Thought
QBM153	Mathematics I
QBM154	Statistics I
QBM175	Mathematics II

#### Choose 2 electives from the following

ACC177	Elements of Accounting & Finance II
ECO173	International Relations
ECO174	Human Geography
MGT101	Principles of Management
QBM176	Statistics II

#### Year 2 - 6 compulsory subjects

ECO203	International Economics
ECO255	Malaysian Economy
ECO256	Research Methods
ECO260	Econometrics I
ECO286	Microeconomics II
ECO287	Macroeconomics II

#### Choose 3 electives from the following

ECO257	Regional Studies
ECO258	Public Finance
ECO293	Advanced Principles of Management

#### MGT212 Business Analytics for Decision Making (strongly recommended)

QBM276	Management Science Methods I
QBM277	Management Science Methods II
QBM278	Management Mathematics I
QBM279	Management Mathematics II

#### Year 3 - 5 compulsory subjects

ECO353	Fiscal & Monetary Policy
ECO355	Econometrics II
ECO372	Development Economics
ECO373	Monetary Economics
ECO400	Economics Research Project

#### Choose 3 electives from the following

MGT305	Business Ethics & Social Responsibility
ECO387	Labour Economics
ECO388	Economics of Industry
QBM372	Further Mathematics I
QBM373	Further Mathematics II

### ECONOMICS RESEARCH PROJECT

All students are required to complete a research project in economics or a related area under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A***
MPU3263	Communication & Leadership Skills

\*\*\* For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



## BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONS)

### PROGRAMME DETAILS

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

### ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment – 40%  
Final examination – 60%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
  - HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

\* The stated qualifications need to be supported with a pass in Sejarah and Bahasa Melayu at SPM level.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

### SUBJECTS

#### Year 1 - 7 compulsory subjects

ACC102	Accounting for Hospitality & Tourism
ECO101	Principles of Microeconomics
ITC101	Information Technology for Business
MKT101	Principles of Marketing
QBM101	Business Statistics
TRM101	Principles of Management for Hospitality & Tourism
TRM103	Fundamental of Food & Beverage Service

#### Year 2 & 3 - 17 compulsory subjects

FIN201	Business Finance
MGT204	Asian Entrepreneurship & Innovation
MGT212	Business Analytics for Decision Making
TRM200	Introduction to Tourism, Leisure & Hospitality Management
TRM202	Organisational Behaviour for Service Industry
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM207	Room Division Management
TRM233	Hotel Operation Management
TRM214	Accommodation Operation Management
TRM301	Food & Beverage Management
TRM304	Research Methodology for Hospitality Industry
TRM306	Training & Development in Hospitality Industry
TRM316	Banqueting and Convention Management
TRM317	Service Management & Customer Care in Hospitality Industry
TRM330	Industry Placement Practicum
TRM323	Contemporary Issues in the Hospitality and Tourism Industry
TRM400	Graduation Project

#### 2 Elective Subjects

##### Choose 1 elective from the following

TRM205	Introduction to Kitchen Operations and Food and Beverage Services
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TRM231	Bar, Beverage and Barista Management
TRM232	Patisserie and Baking
Or any free elective in Year-2 / Year-3 level from any programme in FBEA	

### GRADUATION PROJECT

All students are required to complete a graduation project in hospitality management or related areas under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A***
MPU3263	Communication & Leadership Skills

\*\*\* For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

## BACHELOR OF TOURISM MANAGEMENT (HONS)

### PROGRAMME DETAILS

- 3-year honours programme
- 33 subjects including an undergraduate tourism project
- 14 weeks for full semester; 7 weeks for half semester

### ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment – 40%  
Final examination – 60%

### ENTRY REQUIREMENT

- Any one of the following:
- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
  - HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
  - 2 Cs in STPM\*
  - 2 A-Levels passes
  - 5 Bs in Senior Middle 3 (UEC)\*\*
  - 5 CPU passes with a minimum average of 50%
  - University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
  - Equivalent qualification

\* The stated qualifications need to be supported with a pass in Sejarah and Bahasa Melayu at SPM Level.

\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

### SUBJECTS

#### Year 1 - 7 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
LAW101	Business Law
QBM101	Business Statistics
TRM101	Principles of Management for Hospitality & Tourism
TRM102	Tourism Marketing

#### Year 2 & 3 - 20 compulsory subjects

TRM201	Introduction to Tourism & Travel Management
TRM202	Organisational Behaviour for Service Industry
TRM203	Tourism Research Methodology
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM213	Hospitality Small Business Operations
TRM216	Tourism Geography
TRM220	Heritage Interpretation Management
TRM222	Intercultural Studies
TRM223	Tourism Operations
TRM225	E-Tourism
TRM226	Computer Reservation Systems
TRM227	Destination Marketing
TRM228	Special Interest Tourism
TRM229	International Tour Operations
TRM305	Leadership & Management in Hospitality Industry
TRM310	Internship in the Travel and Tourism Industry
TRM321	Strategic Customer Care in Hospitality & Tourism
TRM322	Sustainable Tourism Management
TRM323	Contemporary Issues in the Hospitality & Tourism Industry
TRM410	Undergraduate Tourism Project

#### Choose 1 elective from the following

TRM312	Services Management in Hospitality
TRM314	Communication Strategies Skills
TRM315	Introduction to Special Event Management

### UNDERGRADUATE TOURISM PROJECT

All students are required to complete an undergraduate tourism project under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A***
MPU3263	Communication & Leadership Skills

\*\*\* For Malaysian students without a credit in SPM Bahasa Melayu.

##### MPU3

MPU3273	A* Gen Careers in Malaysia & Beyond
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##### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2



## ACHIEVERS AND ALUMNI

### DR KELVIN TAN JUI KENG

A former student of Foon Yew High School, Johor Bahru, he completed his Diploma in Business programme at HELP University with Distinction. He then went on to the University of Queensland (UQ) to complete his Bachelor of Commerce degree with a 1st Class Honours and a PhD in Finance. During his studies at UQ, he was awarded with numerous scholarships and academic awards such as the Dean's Award for Research Higher Degree Excellence. He was one of the first students from HELP University to obtain a PhD at the UQ Business School. He is now a Senior Lecturer in Finance at UQ Business school with research interests in corporate finance. His work has been published in leading academic journals - A\* journals (ABDC ranked). He is also a member of UQ Business School (UQBS) Research Committee, the Vice President (membership) and a board member for the Asian Finance Association, which is one of the top finance associations in Asia and also an Associate Editor at the Accounting Research Journal. Besides being an excellent researcher, his teaching has also been well recognized by students and the school. Besides being an inspiring teaching instructor, he is also a great research mentor for junior faculty and PhD students.



Dr Kelvin Tan receiving the teaching excellence award from Professor Andrew Griffiths, Executive Dean of the UQ Business School.



"The HELP BBus (Accounting) programme taught me how to communicate effectively, as well as developed my teamwork, leadership and time management skills. The technical and soft skills that I learnt have also prepared me for my career."

**Ong Wu Ping**  
Audit Associate, KPMG (Current)

Bachelor of Business (Accounting) (First Class Hons),  
HELP University (2017)  
HELP University President's Award Winner (2017)  
Foundation in Arts, HELP University (2013)  
SMK Kepong Baru, KL (2011)



"Majoring in accountancy does not restrict my studies to financial and management accounting/reporting, taxation and audit; it also covers economics, marketing, management, finance, law, information technology etc. My lecturers always share their experiences and latest issues in the business world to make the class more

interesting and prepare us for the business world. I especially enjoyed the process of completing my independent graduation project which gave me the best opportunity to meet with directors and managers of a number of MNCs, the Big Four, renowned local companies and independent parties. This experience of meeting corporate leaders has prepared me to enter the corporate world."

**Liu Pow Leng**

Country Desk, DBS Bank (China) Limited (Current)  
BBus (Acc) (Hons) (HELP University) (2013)  
Grand finalist, Maybank GO Ahead 2012  
1st Runner-up, CIMA Global Business Challenge 2012 (Malaysia)  
SMJK Chong Hwa Jalan Gombak KL (2007)



"Studying at HELP University has definitely helped gear me towards my current career goals. Besides, I had plenty of opportunities to be more confident and to speak effectively in public. My soft skills such as interpersonal communication have improved tremendously."

**Ong Wu Sheng**

Audit Associate, KPMG (Current)  
Bachelor of Business (Accounting) (First Class Hons),  
HELP University (2018)  
HELP University President's Award Winner (2018)  
HELP Business Student Ambassador (2016-2017)  
Foundation in Arts, HELP University (2014)  
SMK Kepong Baru, KL (2012)



"The university has prepared me to start my career by offering guidance through talks and campus activities. They also organised campus career fairs for students to explore job opportunities, but most importantly, my lecturers offered me their genuine advice and help during times of need. My course of study is not related to what I am doing now;

however, the subjects offered in the course did provide me with the foundation that I need in the working world."

**Shana Teh Soo Ann**

Maybank Apprentice (Current)  
BBus (International Business) (Hons) (HELP University) (2015)  
1st runner-up (Team), Maybank GO Ahead. Challenge 2014.  
SMK Convent, Jalan Peel, KL (2008)

## TO DATE MORE THAN 200 STUDENTS FROM HELP UNIVERSITY HAVE GRADUATED FROM PARTNER UNIVERSITIES UNDER VARIOUS SCHOLARSHIPS SCHEMES.



### THE LATEST BATCH OF HELP BUSINESS STUDENTS WHO RECEIVED PRESTIGIOUS SCHOLARSHIPS FROM THE UNIVERSITY OF QUEENSLAND.

(Left to right): Ng Jing Kai, Andrean Lim Shih Yee, Harsheennarit Kaur, Reyshma Selva Kumar, Lum Xu Fern



**Ng Chun Ping**

BCom (Acc), Macquarie University (Current)  
BBus (Fin) (HELP University) (2017-2018)  
Macquarie University Vice-Chancellor's International Scholarship - HELP University Elite (100%)  
Chong Hwa Independent High School KL



**Yong Liang Wei**

BCom (UNSW) (Current)  
BBus (Mkt) (HELP University) (2017-2018)  
International High Achievers Scholarship (2018), University of New South Wales Business School  
Foon Yew High School, Johor



**Shalini a/p Arokiasamy Rajkumar**

BCom (Fin) (ANU) (Current)  
BBus (Fin), HELP University (2017 - 2018)  
Awarded full scholarship by Australian National University (ANU) 2018  
SMK Tinggi Kluang, Kluang

## FIRST CLASS HONOURS FOR HELP BBUS STUDENTS AT LEADING UK UNIVERSITIES



"The HELP Bachelor of Business programme was a life-changing experience. Not only did I obtain a full scholarship to enter the University of the West of England in Bristol, UK and graduate with First Class Honours; the lecturers and the teaching standard at the Faculty of Business, Economics & Accounting were superlative.

They genuinely care for your academic and personal well-being. I loved all the subjects. Their advice: 'If you have any problems, come and talk to me' was reassuring and provided us the emotional stability to excel in our studies."

**Ginny Ngai Pik Gin**

BA International Business Management (First Class Hons), University of the West of England, Bristol (2018)  
University of the West of England-HELP University International Undergraduate Scholarship (Full Scholarship)  
BBus (International Business) (Hons), HELP University (2015 - 2017)  
A-Levels, Methodist College Kuala Lumpur (2014)  
SMK Seri Bintang Selatan KL (2012)



"The BBus programme at HELP prepared me well for studies at UCB because it honed my writing skills, and contributed to my success in the UCB programme which was completely assignment based. But it was the compulsory module on Business Research in HELP University that really made a difference for me. The drilling in

methodology and accurate referencing helped me cope with the rigorous demands of my dissertation on Risk Management under the supervision of an expert in the field."

**Adriana Ang Mei Chu**

BA Business Enterprise (First Class Hons), University College Birmingham (2018)  
BBus (International Business) (Hons), HELP University (2015 - 2017)  
A-Levels, Methodist College Kuala Lumpur (2015)  
SMK (P) Seri Aman PJ (2013)

Both Ginny Ngai (left) and Adriana Ang (right) scored First Class Hons at the University of the West of England, Bristol and University College Birmingham respectively -- testimony to the strong foundation provided by the HELP Faculty of Business, Economics and Accounting.

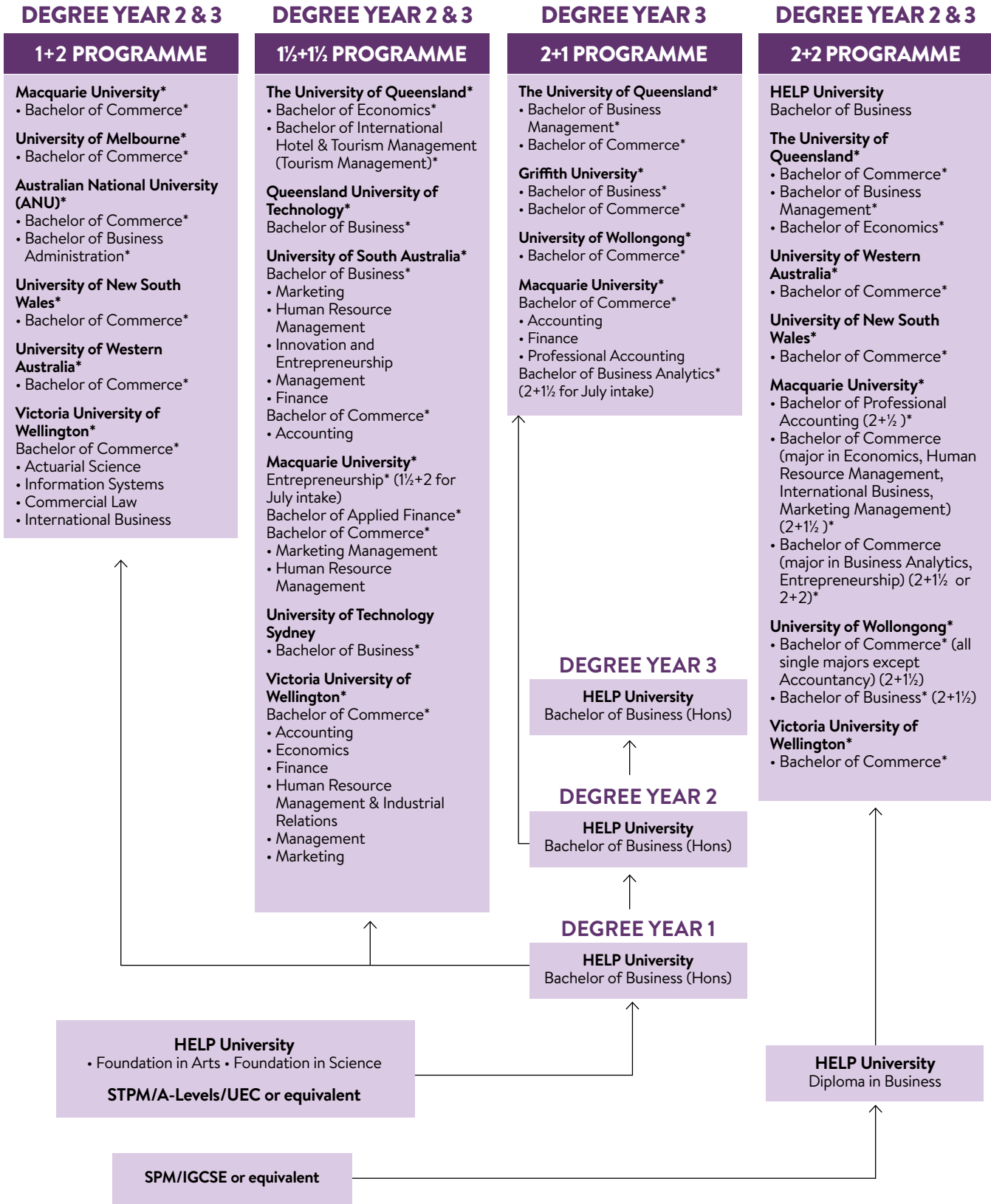


PROGRESSION PATHWAYS  
AUSTRALIA / NEW ZEALAND

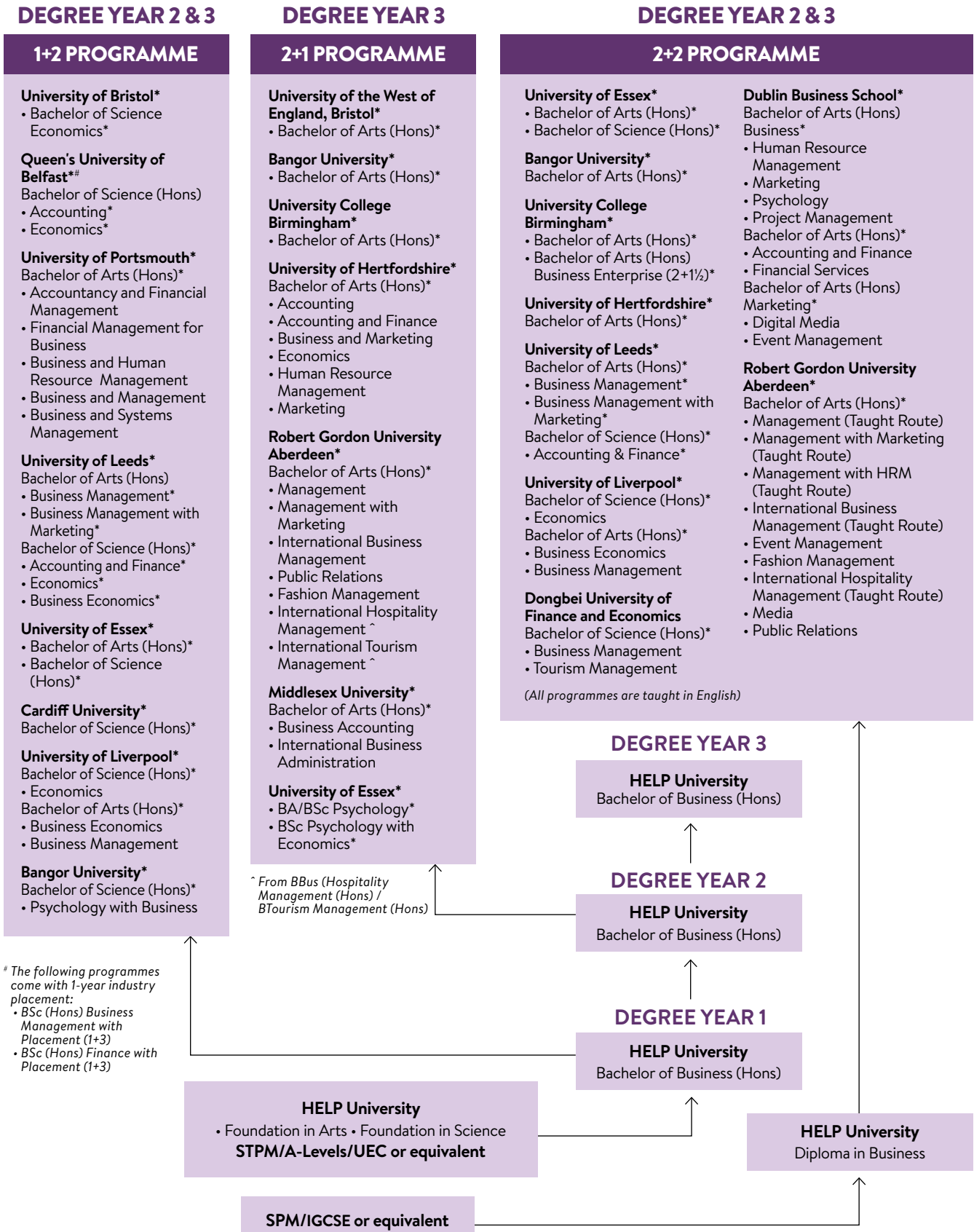
HELP University has strong partnerships with many international universities. Our links extend to universities in Australia, UK, China, Ireland and New Zealand. Our bachelor's degree students have the flexibility to plan for a 1+2 or 2+1 arrangements with many high-ranking

universities that have collaborations with HELP University while our diploma students can plan for a 2+2 or 2+1½ or even a 2+½+1 or 2+1+1 arrangements.

PROGRESSION PATHWAYS  
UK / IRELAND / CHINA



\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.  
Notes: Progression Pathway 1½ + 1½ : Student can also opt for a 1+2 arrangement. Progression Pathway 2+1: Student can also opt for a 1+2 or 1½ + 1½ arrangement.



\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.  
Note: Progression Pathway 2+1: Student can also opt for a 1+2 arrangement.



## CREDIT TRANSFER INTO BACHELOR DEGREES

### AUSTRALIA (FEBRUARY & JULY INTAKES)

#### THE UNIVERSITY OF QUEENSLAND\*

- Bachelor of Business Management (Marketing / International Business / Human Resources) (2+1)\* / (2+2)\*
- Bachelor of Commerce (Accounting / Accounting & Finance / Finance (2+1)\* / (2+2)\*
- Bachelor of Economics (1½+1½)\* / (2+2)\*
- Bachelor of International Hotel & Tourism Management (Tourism Management) (1½+1½)\* / (1½+2)\*

#### UNIVERSITY OF MELBOURNE\*

- Bachelor of Commerce (1+2)\* / (2+2)\*

#### AUSTRALIAN NATIONAL UNIVERSITY\*

- Bachelor of Commerce (1+2)\*

#### UNIVERSITY OF NEW SOUTH WALES\*

- Bachelor of Commerce (1+2)\*
- Bachelor of Economics (1+2)\*

#### UNIVERSITY OF WESTERN AUSTRALIA\*

- Bachelor of Commerce (1+2)\*

#### UNIVERSITY OF SOUTH AUSTRALIA\*

- Bachelor of Business (Marketing/Human Resource Management/ Innovation and Entrepreneurship/ Management/ Finance) (1½+1½)\*
- Bachelor of Commerce (Accounting) (1½+1½)\*
- Bachelor of Commerce (2+2)\*

#### GRIFFITH UNIVERSITY\*

- Bachelor of Business (Human Resource Management / Marketing / Management) (2+1)\*
- Bachelor of Commerce (Accounting / Finance) (2+1)\*
- Bachelor of International Tourism and Hotel Management (2+1)\*

#### MACQUARIE UNIVERSITY\*

- Bachelor of Commerce (Economics / Entrepreneurship\*\* / International Business\*\*) (1+2)\*
- Bachelor of Applied Finance (1½ + 1½)\*
- Bachelor of Commerce (Accounting / Professional Accounting / Finance) (2+1)\*
- Bachelor of Commerce (Marketing / Human Resources) (1½ + 1½)
- Bachelor of Economics (1½ + 1½)\*
- Bachelor of Economics (2+1)\*
- Bachelor of Commerce (Economics) (2+1)\*
- Bachelor of Business Analytics (2+1)\*\*
- Bachelor of Commerce (2+2)\*
- Bachelor of Professional Accounting (2+1½)\*
- Bachelor of Commerce (major in Economics, Human Resource Management, International Business, Marketing Management) (2+1½)\*
- Bachelor of Commerce (major in Business Analytics, Entrepreneurship) (2+1½ or 2+2)\*

#### QUEENSLAND UNIVERSITY OF TECHNOLOGY\*

- Bachelor of Business (Accountancy / Accountancy with Professional Recognition / Economics / Finance / Human Resource Management / International Business / Management / Marketing) (1½+1½)\*
- Bachelor of Business (2+2)\*
- Bachelor of Commerce (2+2)\*

#### UNIVERSITY OF WOLLONGONG\*

- Bachelor of Commerce (Accountancy / Human Resource Management / International Business (2+1)\*
- Bachelor of Commerce\* (all single majors except Accountancy) (2+1½)
- Bachelor of Business\* (2+1½)

#### UNIVERSITY OF TECHNOLOGY SYDNEY

- Bachelor of Business (1½ + 1½)\*

### UNITED KINGDOM (SEPTEMBER INTAKE)

#### UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL\*

- BSc (Hons) Accounting (1+2)\*
- BA (Hons) Accounting and Finance / Accounting and Business Management / Business Management with Marketing / International Business Management / Business and Management (1+2)\*
- BA (Hons) Accounting and Finance / Accounting and Business Management / Business Management with Marketing / International Business Management / Business and Management (Top-Up) (2+1)\*

#### UNIVERSITY OF ESSEX\*

- BA / BSc (Hons) Economics (2+1)\*
- BSc (Hons) Accounting / Banking / Finance / Management / Marketing / Entrepreneurship / Actuarial Science) (1+2)\*
- BA / BSc (Hons) Psychology (2+1)\*
- BSc (Hons) Psychology with Economics (2+1)\*
- Bachelor of Art (Hons) (2+2)\*
- Bachelor of Science (Hons) (2+2)\*

#### BANGOR UNIVERSITY\*

- BSc (Hons) Psychology with Business (1+2)\*
- BA (Hons) Business Studies / Business Studies & Marketing / Accounting & Finance / Banking & Finance / Business Economics (2+1)\*
- Bachelor of Art (Hons) (2+2)\*

#### CARDIFF UNIVERSITY\*

- BSc (Hons) Business Management (1+2)\*
- BSc (Hons) Business Management (Human Resource Management / Marketing / International Management / Logistics & Operations) (1+2)\*

#### UNIVERSITY COLLEGE BIRMINGHAM\*

- the degree is awarded by the University of Birmingham
- BA (Hons) Marketing Management / Business Enterprise / Digital Marketing / International Hospitality & Tourism Management (2+1)\*
- Bachelor of Art (Hons) (2+2)\*

#### MIDDLESEX UNIVERSITY\*

- BA (Hons) Business Accounting (2+1)\*
- BA (Hons) International Business Administration (2+1)\*

#### UNIVERSITY OF HERTFORDSHIRE\*

- BA (Hons) Accounting / Business &

- Accounting / Business & Marketing (1+2)\*

- BA (Hons) Accounting / Accounting & Finance/ Finance/ Human Resource Management/ Marketing / Business & Marketing (2+1)\*

#### UNIVERSITY OF LEEDS\*

- BA Business Management / Business Management with Marketing (Hons) (1+2)\* / (2+2)\*
- BSc Accounting & Finance (1+2)\* / (2+2)\*
- BSc Economics (Hons) (1+2)\*
- BSc Business Economics (Hons) (1+2)\*

#### UNIVERSITY OF LIVERPOOL\*

- BA Business Management / Business Management with Marketing (Hons) (1+2)\*
- BSc Accounting & Finance (Hons) (1+2)\*
- Bachelor of Science (Hons) Economics (2+2)\*
- Bachelor of Arts (Hons) Business Economics / Business Management (2+2)\*

#### UNIVERSITY OF PORTSMOUTH\*

- BA (Hons) Accountancy and Financial Management / Financial Management for Business / Business and Human Resource Management / Business and Management / Business and Systems Management (1+2)\*

#### ROBERT GORDON UNIVERSITY ABERDEEN\*

- BA (Hons) Management / Management with Marketing / International Business Management / Public Relations / Fashion Management / International Hospitality Management / International Tourism Management (2+1)\*
- BA (Hons) Management / Management with Marketing / Management with HRM / International Business Management / Event Management/ Fashion Management / International Hospitality Management / Media / Public Relations (2+2)\*

#### UNIVERSITY OF BRISTOL

- BSc Economics (1+2)\*

#### QUEEN'S UNIVERSITY OF BELFAST\*

- BSc (Hons) Accounting / Economics (1+2)\*
- BSc (Hons) Business Management with 1-year Placement (1+3)\*
- BSc (Hons) Finance with 1-year Placement (1+3)\*

### NEW ZEALAND

#### (FEBRUARY & JULY INTAKES)

#### VICTORIA UNIVERSITY OF WELLINGTON

- Bachelor of Commerce (Actuarial Science / Information Systems / Commercial Law / International Business) (1+2)\*
- Bachelor of Commerce (Accounting / Economics / Finance / Human Resource Management and Industrial Relations / Management / Marketing) (1½+1½)\*
- Bachelor of Commerce (2+2)\*

### CHINA

#### (MARCH & SEPTEMBER INTAKES)

#### DONGBEI UNIVERSITY OF FINANCE & ECONOMICS\*

- BSc in Business Management (2+2)
- BSc in Tourism Management (2+2)

\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.

\*\* Only applicable for February Intake

## AT THE FACULTY, WE PROVIDE FACULTY-SPECIFIC SUPPORT SERVICES AND PROGRAMMES TO SUPPORT STUDENTS.



## STUDENT CLUBS & ACTIVITIES

### COUNSELLING SERVICES

Counselling services are offered as a form of early intervention to assist students in various situations during their studies with the University. We believe we can help students when they:

- think they might have chosen the wrong field of study
- face challenging or distressing circumstances that may interfere with their studies

- require help to deal with various administrative issues e.g. appeals, feedbacks etc.
- require help on academic matters but do not know where to go to.

We may refer students to Centre for Psychological and Counselling Services (CPCS) colleagues when needed.

### MENTORING

Our academic team provides one-to-one guidance during office hours for students who require additional coaching and guidance in their studies.

### PEER TUTORING

Peer tutors are outstanding students who aspire to help their fellow juniors to deal with subject-specific issues. Peer tutors are available for selective subjects and/or upon request.

### STUDENT BUDDY PROGRAMME

This programme matches the new students with senior students studying in the Faculty with the intention to assist the new students to adapt into the HELP culture and to allow the junior and senior

buddies to improve their listening and conversation skills in an informal and fun way. This programme will last for a period of one semester. Each new student will be assigned to a senior student as his/her buddy during his/her first semester in the Faculty.

### EMPLOYABILITY & CAREER DEVELOPMENT

We create and maintain collaboration with Industry partners. Our industry partners are invited to attend and to provide feedback at the Final Year Project presentation by our students. Many of our students were offered jobs on-the-spot after their presentation. Our industry partners include KPMG, Deloitte, Frost & Sullivan, Amanah Raya, Nielsen, Wipro-Unza, OSK Group, Mediabrands, Huttons OneWorld, BDO, Leaderonomics, Warisan TC and many more.

### INTERNSHIP OPPORTUNITY

Tailor made for experiential learning, the Business Internship Programme gives students a real insight into the world of work. It allows the students to apply the theories they learned at HELP in a workplace environment. This programme gives students the chance to test their skills in real-life situations, explore their career options and gain an insight into an organization or career path. Our partners for internship are, inter alia, KPMG, Deloitte, Frost & Sullivan, Mediabrands, Ogilvy & Mather, UOB Bank, Chart Nexus and many more.



## CLUBS & SOCIETIES

The University offers students an exciting and diverse learning experience. We emphasise active learning through real-life scenarios and industry-relevant experiences. Various opportunities and platforms are made available for students to apply what they have learnt in theory. One of the avenues available is to join the following clubs and societies.

- HELP Accounting Club
- HELP Business Student Ambassadors
- HELP Business Student Council
- HELP Business Peer Tutor Programme
- HELP Chinese Independent School Student Association
- HELP Investment Club
- Community Outreach Society
- Young Entrepreneur Club



# BUSINESS ANALYTICS AND TECHNOLOGY INNOVATION CENTRE (BATIC)



## WE ARE BIGGER, BETTER, BOLDER

- A RM25 million **Business Analytics and Technology Innovation Centre (BATIC)** for training in online live stock-trading
- BATIC is Malaysia's largest finance lab in collaboration with **Bloomberg**, a global financial, software and data company
- Collaboration with top venture and technology groups to develop the HELP Technology Hub.



Prof Dr Paul Chan and Bloomberg Head of Sales, Malaysia, Wendnia Tan (right) at the opening of the Bloomberg finance lab.

“Our business students can also get certified in Bloomberg Market Concepts (BMC) using the Bloomberg terminals. Such training and access to rich data, case studies, information resources and financial tools will accelerate our students to become global leaders in the financial and business world.”

Prof Datuk Dr Paul Chan, Vice Chancellor and President, HELP University



Bloomberg Finance Lab



BATIC Lounge



Common Area



Rooftop garden



Multipurpose Hall



Library



Spacious student lounge



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